



TEES VALLEY
COMBINED
AUTHORITY

TEES VALLEY MAYOR

APPLICATION FOR EMPLOYMENT

Thank you for the interest you have shown in the vacancies within Tees Valley Combined Authority.

Completed forms can be e-mailed to recruitment@xentrall.org.uk or posted to **Xentrall Recruitment Services, PO Box 891, Stockton on Tees, TS19 1JT**, marking the envelope in the top left hand corner with the post reference number.

In accordance with our recruitment procedures, your application will only be considered if it is received on or before the closing date as shown in the advertisement.

In the interests of economy, applications received via the post are not automatically acknowledged. If you require confirmation that your application has been received please enclose a stamped addressed envelope or telephone 01642 526992.

If you have not been contacted within 4 weeks of the closing date for receipt of applications, please assume that on this occasion your application has not been successful.

Tourism Manager

Vacancy ID: 009982

Salary: £42,683 - £44,632 Annually

Closing Date: 06/05/2019

Benefits & Grade

Grade O

Contract Details

Fixed Term for 12 months (maternity cover)

Contract Hours

37 hours per week

Interview Date

20-05-2019

Job Description

Tees Valley is home to much of Britain's greatest heritage and culture with significant landscapes and nature. This is your chance to play an exciting role in its future development as a destination of distinction and grow our visitor economy.

You will take responsibility for creating the strategy, implementation and delivery of our creative marketing, communications and PR strategy, tourism business engagement and development to inspire and attract potential visitors to Tees Valley and create a step-change in the visitor economy. You will develop all parts of the tourism marketing supply chain building product with tour operators, carriers and agents to maximise customer purchase and retention attracting significant new visitors and extending their length of stay in order to build the visitor economy.

A superb communicator, you will build on relationships with partners, stakeholders, the tourism industry, creative agencies and the media to maximise all opportunities for Tees Valley. You will be educated to degree level with a successful track record in the leisure, tourism or heritage sectors, and be dynamic and flexible enough to relish the challenge of positioning Tees Valley as a nationally and internationally renowned, high-profile visitor destination.

The Tees Valley Combined Authority is responsible for overseeing around £½ billion in investment funds, with more to come through new devolution deals. In May 2017, the residents of the Tees Valley elected a Mayor for the Tees Valley, who Chairs the Combined Authority.

The Tees Valley covers five local authorities – Darlington, Hartlepool, Middlesbrough, Stockton and Redcar & Cleveland – with a combined population of 660,000 and borders County Durham and North Yorkshire.

The Authority incorporates the highly successful Tees Valley Local Enterprise Partnership, and sustains strong links with the local business community and other partners. Together, we aim to create 25,000 jobs and £2.8bn extra growth by 2026.

For detailed information on this role, please refer to the Job Description and Person Specification.

For more information, visit www.teesvalley-ca.gov.uk/jobs.

If you wish to have a discussion on this role please contact Linda Tuttiett Head of Culture and Tourism 01642 528831.

An online application form and further information is available from www.stockton.gov.uk/job-vacancies/. Alternatively you can contact Xentrall Recruitment Services, Tel: (01642) 526992 or email recruitment@xentrall.org.uk



TEES VALLEY MAYOR

Tees Valley is where five distinct boroughs come together to make one exceptional destination in which to invest, live, work and visit.

The Tees Valley Combined Authority has made huge progress since its creation over two years ago, taking on devolved responsibilities from Government for transport, infrastructure, skills, business investment, and developing local collaborations on culture, tourism and housing.

These powers are backed up by substantial funding, a ten-year plan (approved in 2019) outlines how £588million worth of spending will support the creation of 16,785 jobs and an additional £1.48billion to the area's economic output.

The investment plan, which supports the delivery of the Combined Authority's Strategic Economic Plan was first launched in 2017 and includes £20million for a major transformational project in each of the five local authority boroughs, and an indigenous Growth Fund of £50million to improve and revitalise towns and communities.

We're proud of our historical impact across the globe – from celebrated explorers and introducing the first passenger railway to providing the steel that built the modern world.

That legacy lives on today in the area's rail and engineering industries, our deep-sea port and advanced manufacturing heart. Tees Valley is also a dynamic business location for digital and creative technologies, and a leading destination for process industry and new energy companies.

We love our diverse region, the five boroughs and their unique strengths that make Tees Valley greater than the sum of its parts, where the industrial skyline impressively frames rolling green landscapes and beautiful coastlines. A place of cultural and economic growth.

TEES VALLEY COMBINED AUTHORITY**JOB DESCRIPTION**

Post Title:	Tourism Manager
Post Reference:	TVCAC 107
Grade:	O
Responsible to:	Head of Culture and Tourism

Job Purpose

Tees Valley is home to much of Britain's greatest heritage and culture with significant landscapes and nature. This is your chance to play an exciting role in its future development as a destination of distinction and grow our visitor economy.

You will take responsibility for the delivery and implementation of Tees Valley's destination marketing, tourism business engagement and development to inspire and attract potential visitors creating a step-change in the visitor economy. You will develop all parts of the tourism marketing supply chain building product with tour operators, carriers and agents to maximise customer purchase and retention attracting significant new visitors and extending their length of stay in order to build the visitor economy.

A superb communicator, you will build on relationships with partners, stakeholders, the tourism industry, creative agencies and the media to maximise all opportunities for Tees Valley. You will have experience of managing a busy team and a budget. You will be educated to degree level with a successful track record in the leisure, tourism or heritage sectors, preferably with experience in or a good understanding of a Destination Management Organisation (DMO). You will be dynamic and flexible enough to relish the challenge of positioning Tees Valley as a nationally and internationally renowned, high-profile visitor destination.

Duties & Responsibilities

1. Lead on the delivery of the overarching destination marketing strategy for Tees Valley and its cultural assets, heritage sites, accommodation and leisure businesses, attractions, experiences, landscape and nature to deliver measurable growth in the visitor economy.
2. Performance management of the staff resource for the tourism marketing function (eg Tourism Officer-Business and Product Development, Tourism Officer-Destination PR and Communications, Digital Marketing Officer) creating a dynamic team committed to building the Tees Valley visitor economy.
3. Lead the engagement with all key strategic and delivery partners, stakeholders and the tourism industry at regional, national and international level in order to maximise opportunities for the promotion of Tees Valley and its products through partner channels (including partner marketing communications, print and websites). Foster and maintain strong working relationships with all partners and stakeholders.
4. Lead on Tees Valley brand and identity development ensuring buy-in from all public and private sector partners to build brand visibility.

5. Lead and co-ordinate activity with relevant visitor economy focused staff in each local authority to ensure seamless communications and mutual support between Tees Valley Combined Authority and each part of the destination. Ensure good communication and customer focused product development across authority boundaries.
6. Deliver key outputs and targets from the communications and marketing strategy, including production of marketing plans and a programme of marketing activity at regional, national and international level.
7. Work closely with Combined Authority Communications and Marketing staff to ensure efficiencies, support and coherent communications.
8. Develop and deliver creative and innovative campaigns, including campaigns targeted at niche audiences (e.g. walking, cycling, families) and niche products (outdoor adventure, nature tourism, food, drink and locally produced items). Identify appropriate promotional opportunities, both marketing and PR-led. Develop evaluation criteria for campaign activity and commission evaluation and conversion research to demonstrate effectiveness and return on investment.
9. Commission and manage (on a day-to-day basis) brand, marketing, communications and PR consultants and agencies, and oversee all consumer-facing communications and marketing outputs (both on- and offline) including print, advertising, promotions and press releases.
10. Commission and manage a bank of on-brand imagery for Tees Valley, including still and moving imagery, and liaise with photographers as appropriate.
11. Liaise and foster strong relationships with the press and media on destination and corporate PR, and act as a spokesperson for Tees Valley tourism, its businesses and visitors as appropriate and in consultation with the Head of Culture and Tourism and Communications Team.
12. Commission, deliver and manage visitor information pre- and post-arrival, including printed materials sent out in response to on-line enquiries, and the distribution of consumer-facing marketing communications for Tees Valley.
13. In collaboration with the Digital Marketing Officer, manage the marketing and editorial content of the Tees Valley destination website, commissioning and developing new content as appropriate and maximising the use of the site as the key marketing and fulfilment tool for all consumer and corporate audiences (including consumer-facing newsletters).
14. In particular, liaise and engage with the individual tourism related business in Tees Valley – hotels, attractions, cultural venues, food and drink outlets, experience providers etc. to ensure consistency in the development and promotion of branding and marketing messages Tees Valley wide.
15. Develop and deliver the group travel and travel trade strategy for Tees Valley, in consultation with the Head of Culture and Tourism.
16. Manage and deliver the Tees Valley's presence at consumer and trade-facing shows, exhibitions, fairs and events (local, regional, national and overseas).
17. Manage, control and grow the budget for the tourism team, ensuring that appropriate procurement procedures are followed and the relevant documentation is kept on-file for auditing purposes.
18. Manage, control and deliver the procedures relating to necessary procurement and investment of projects related to Destination Development. Ensure the smooth passage of applications

through the internal TVCA investment process. Provide supporting evidence to enable financial decision-making in-line with the objectives and rationale of the Destination Marketing and Events & Festivals Business Cases.

19. Act as the primary point of contact for external and internal enquires relating to the activity and strategic direction of the DMO.
20. Support the work of the Head of Culture and Tourism.
21. Possess the ability to act as a powerful ambassador for the Tees Valley both within the role and in other fora.
22. Any other duties and responsibilities as deemed appropriate. Tees Valley Combined Authority is a new company and our business requirements – and therefore marketing priorities – will be subject to change and re-alignment as time progresses.
23. Undertake such personal training as may be deemed necessary to meet the duties and responsibilities of the post.
24. Ensure compliance with Corporate Governance procedures, procurement regulations and the Data Protection Act.
25. Work flexibly and undertake such other duties and responsibilities commensurate with the grading and nature of the post. This role requires frequent weekend and out of normal hours working.
26. Take reasonable care of your own health & safety and co-operate with management, so far as is necessary, to enable compliance with the authority's health and safety rules and legislative requirements.

**TEES VALLEY COMBINED AUTHORITY
PERSON SPECIFICATION**

Post Title: Tourism Manager

Qualifications and Experience			
Criteria	Essential	Desirable	Method of Assessment
Qualifications and Education	Educated to degree level with a professional tourism and/or marketing qualification and/or marketing experience in the leisure, tourism or heritage sectors.		Application
Experience and knowledge	<p>Successful track record of delivering effective marketing campaigns.</p> <p>Experience of market segmentation and visitor profiling.</p> <p>Managing external agencies and contracts successfully, on time and on budget, and delivering on targets and results.</p>	<p>Experience of advertising, PR and media liaison, leisure business development, and of managing communications agencies.</p> <p>Previous experience of and links to destination organisations.</p> <p>Knowledge and experience of the Tees Valley.</p>	Application & Interview
Skills	Excellent communication skills, written and verbal.		Application & Interview
Personal Attributes	<p>Meticulous attention to detail coupled with the ability to 'see the big picture'.</p> <p>Comfortable with ambiguity and change.</p>		Application & Interview

Other	Due to the role requiring frequent travel between venues across the Tees Valley, a full driving licence and access to a motor vehicle is required for this role.		Application
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Conditions of Service

General

Conditions of service generally are those contained in the appropriate National Joint Council Schemes. The relevant Handbooks are available for reference in all departments.

Office Hours

The normal working week is 37 hours, from 8.30 a.m. to 5.00 p.m. (4.30p.m. on Friday). There is a flexible working hours scheme in operation.

Annual Leave

The basic annual leave entitlement is 26 days plus 8 public holidays. Employees with 5 years continuous service receive 31 days annual leave.

Sick Pay

Most employees are covered by the provisions of the nationally agreed sick pay schemes which allow periods of absence on half pay and full pay according to length of service.

Pension

You will automatically be entered into the Local Government Pension Scheme (LGPS) unless you choose to opt out. This is a contributory pension scheme and meets Government standards for automatic enrolment. If you do not opt out within three months of joining the LGPS, you will not be eligible to receive a refund of your contributions but will instead be given deferred benefits within the Scheme. If you decide to opt out of the Scheme your employment, earnings and age will be monitored in line with automatic enrolment guidelines.

Medical Examination

Before commencing your employment, you will need to complete a medical questionnaire and may be subject to a medical examination.

Probation

New entrants to Local Government will be required to complete a six month probationary period.

Equal Opportunities

The Authority is working towards an environment where all employees receive equal treatment regardless of gender or gender reassignment, marital or civil partnership status, sexual orientation, age, disability, race, religion or belief, social origin, pregnancy and maternity.

Job Sharing

A voluntary Job Sharing Scheme is in operation. Applications to job share are welcome and there is no requirement for you to apply with a partner.

Payment of Salaries

Salaries are paid monthly on the last working day of the month. All payments are made by credit transfer direct to a nominated bank or building society.

Smoking Policy

The Authority operates a No Smoking Policy.

Politically Restricted Posts

The Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 designate certain posts as politically restricted. If this is the case it will be detailed on the job description and means that you would be disqualified from being a member of a Local Authority, the House of Commons or of the European Parliament. Further information is available upon request.

Rehabilitation of Offenders Act 1974

Having a criminal record will not necessarily bar you from working for the Authority. This will depend on the nature of the post and the circumstances and background of your offence(s). To assist the Authority in determining the suitability of your employment, certain posts are subject to a DBS check. If this is the case an appropriate statement will appear in the recruitment advertisement.